

Creating “Digital Curb Appeal”: People, Personas & Intent

Jesse Farley

SEO Manager – Cabela's

The leading industry event by digital marketers for digital marketers

What's In My Nature



- SEO Manager – Cabela's
- Jesse.Farley@cabelas.com
- @303boarder

- Digital Marketing since 2000
- Specializing in SEO
- Previous Companies include:
T.Rowe Price, Chase Paymentech,
Web.com.
- Avid Hunter and Angler
- Currently 3rd in the world for Mahi Mahi

@brightedge #share15

Share



Cabela's
IT'S IN
YOUR NATURE.

About Cabela's



@brightedge #share15

Share



Cabela's
IT'S IN
YOUR NATURE.

“Digital Curb Appeal”

Real Estate & Owned Media

- Know who your targeting - **Personas**
- **Require a Plan**
- **Trends** give you insights
- **Positioning is Key** – Location, Location, Location
- It must have “**Curb Appeal**”
- Should cover questions across all Stages of the Sales cycle – **Top to Bottom of Funnel**
- It all comes down to **Results!**

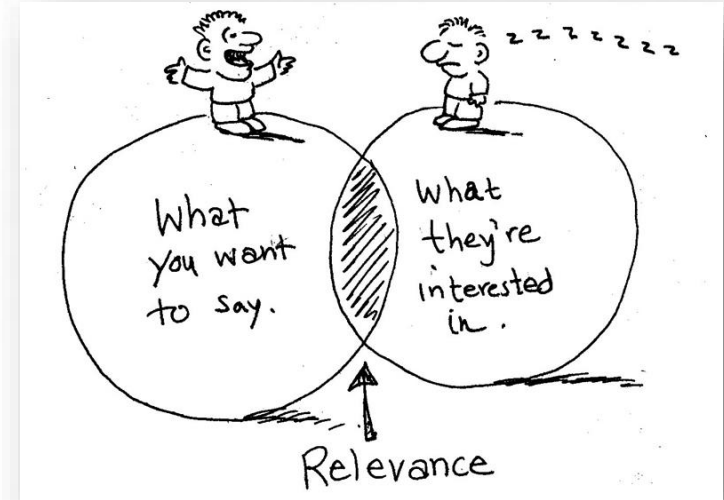


Understanding.....

Content Marketing is based on what users want, not necessarily what you want to tell them. **Finding the balance** between what the users want and what you want to tell them is critical.

Don't let persona development overwhelm you with socio-economic background, education, mother maiden name, blood type, etc.....

Simplify..... Use your analytics & data to get a customer profile: where do they consume content, how much content they consume, What type of content are they consuming, pain points they might have based on content viewed, etc....



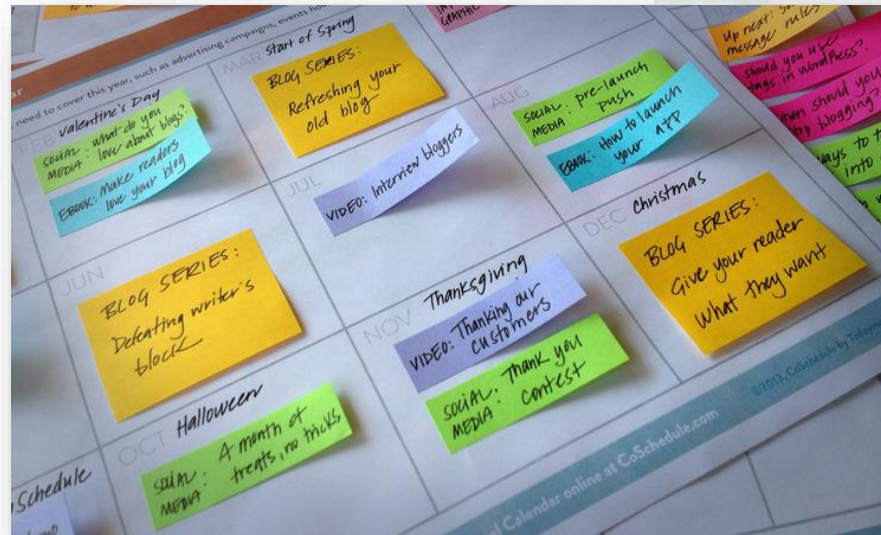
Planning.....

Do's

- Create a plan that speaks to who you want to target
- Plan based on business objectives
- Don't forget the seasonality of your business
- Keep an eye on what's "Trending"
- Plan for traffic as a primary goal
- Don't forget search volume

Don'ts

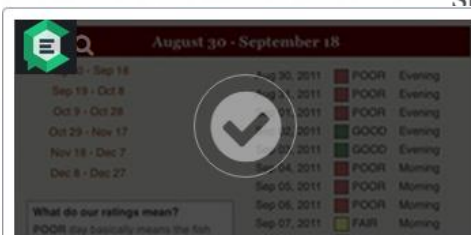
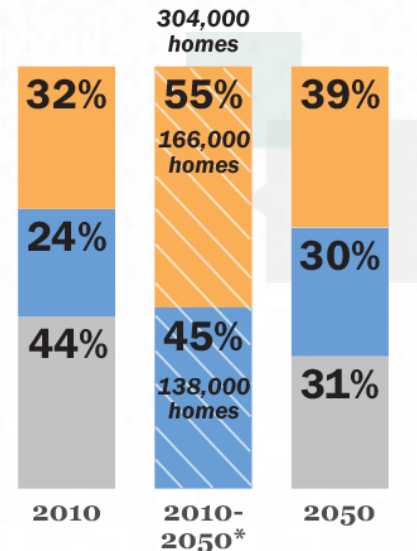
- Don't plan based on the hopes that something will go "VIRAL"
- Don't think too far ahead, things change quickly
- Don't overthink it
- DON'T forget it's not for you, it's for your audience



What's Hot.....

Keeping an eye on what is trending as it relates to your calendar, your business, competitors, seasons, etc.... Can be an easy way to get some solid wins in the content space.

You can use all types of tools to assist you in your journey to find some hot topics that relate to your business.



Fishing Calendar from the Farmers' Almanac

farmersalmanac.com

Our fishing calendar offers the best time of day to fish, but are subject to change by local conditions such as high winds, storms, or cold. These forecasts...

Aug 17, 2015

123

85

11.4K

0

11

33.1K

Share



Cabela's
IT'S IN YOUR NATURE.

@brightedge #share15

Google deer hunting tips

Web Videos Shopping News Images More Search tools

About 3,100,000 results (0.28 seconds)

Deer Hunting Tips - boone-crockett.org
www.boone-crockett.org/ Expert Advice From Top Hunters Your purchase supports wildlife!

Deer Hunting Tips, Videos & Strategies - Deer Nation ...
www.cabelas.com/category/Deer-Nation/109817280.uts Cabela's Find hunting information like weather, tips and strategies on Deer Nation. Upload videos, stories and photos from your hunting expeditions on Cabelas.com. You've visited this page many times. Last visit: 8/18/15

Deer Hunting Tips- Become a better deer hunter today
www.foremosthunting.com/Deer/Tips.aspx Free deer hunting tips and articles on deer hunting from our field staff and other site members. Test your deer hunting knowledge with our hunting quizzes and ...

Deer Hunting Tips and Tactics | Deer & Deer Hunting
www.deeranddeerhunting.com/articles/deer-hunting-tips Have deer hunting problems? We have solutions. Our experts share dozens of handy deer hunting tips, tricks and deer hunting tactics to enhance and improve ...

Whitetail Deer Hunting Tips, Skills and Other Deer News ...
www.outdoorlife.com/hunting/whitetail-deer Take your biggest buck ever using the latest whitetail hunting tips, including expert advice on the best deer rifles, days to hunt whitetail and tree stand setups.

OL's 40 Best Deer Tips | Outdoor Life
www.outdoorlife.com/photos/.../hunting/...deer/rut/.../ols-40-best-deer-ti... We've put together the 40 best tips from recent issues to help you kill the biggest ... Unless you hunt agricultural areas where deer are used to noise, park at least ...

62 Deer Hunting Tips For A Successful Season
hunting.outdoorzy.com/62-deer-hunting-tips-for-a-successful-season/ Sep 12, 2011 - Following these deer hunting tips can certainly help you to have a more successful hunting season.

Deer Hunting Tips - How to bring in the big one - YouTube
www.youtube.com/watch?v=KhPUaQ0uJwA Sep 16, 2012 - Uploaded by CopingWithTheTimes A few things I do to attract deer to the areas I want them. Whether you hunt for sport or to fill your freezers ...

Go 1 2 3 4 5 6 7 8 9 10 Next

The SERP.....

OWNING the SERP is what SEO's across the globe have been trying to do for decades.

Collaboration between some of your digital marketing channels is what can take you from just a few positions to “Owning”

Content is more than just words..... Use as much as you can:

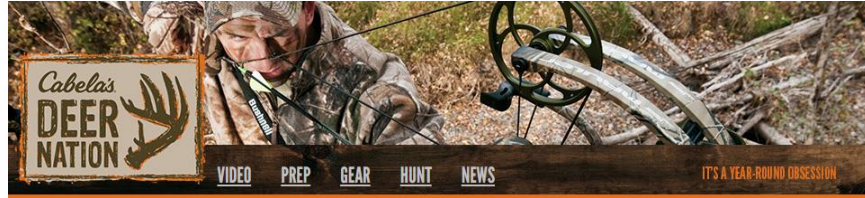
- Video
- Editorial
- Images
- Etc.....

Share



Cabela's
IT'S IN
YOUR NATURE.

The Right Content.....



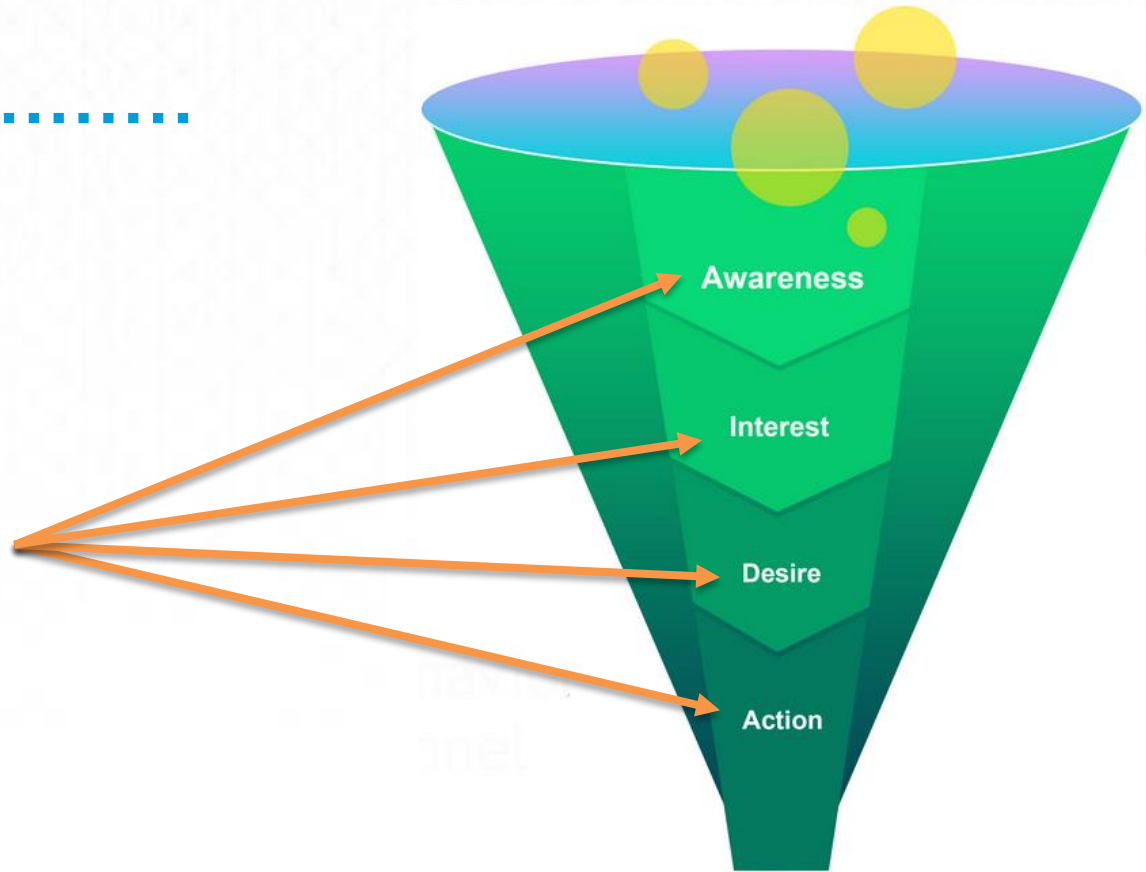
@brightedge #share15



Cabela's
IT'S IN
YOUR NATURE.

The Right Time.....

Cabela's



@brightedge #share15

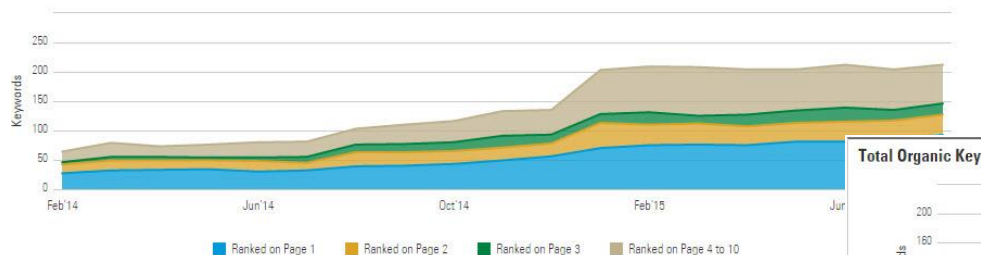
Share



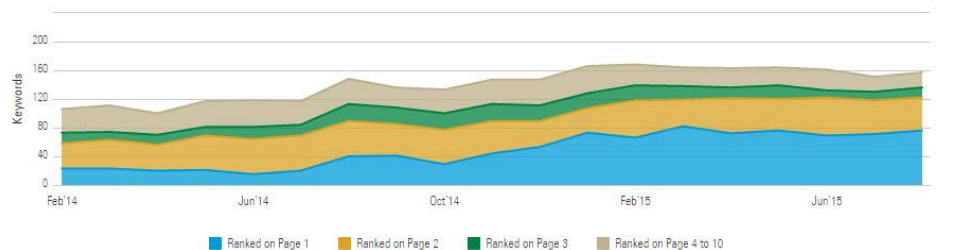
Cabela's
IT'S IN
YOUR NATURE.

The Data Never Lies.....

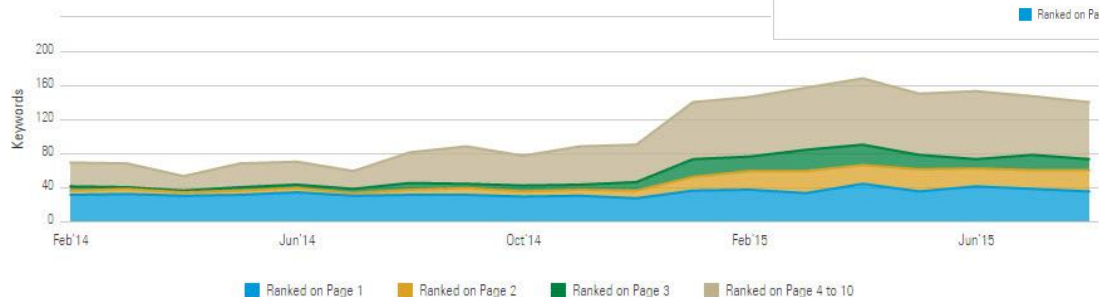
Total Organic Keywords



Total Organic Keywords



Total Organic Keywords



@brightedge #share15

Share



Cabela's
IT'S IN
YOUR NATURE.

Practical Takeaways

- Know who your targeting - **Personas**
- **Require a Plan**
- **Trends** give you insights
- **Positioning is Key** – Location, Location, Location
- It must have “**Curb Appeal**”
- Should cover questions across all Stages of the Sales cycle – **Top to Bottom of Funnel**
- It all comes down to **Results!**

